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PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XVII. NEW YORK, NOVEMBER 4, 1896.

No. 5.

The publishers of PRINTERS' INK have always taken special pains to secure the advertising announcements of at least one of the best daily newspapers in each important State to appear pretty regularly in the pages of PRINTERS' INK, because they find such advertisements are useful to them in several different ways. The patronage is beneficial as business and therefore to be sought. The announcements of the best papers are specially profitable aids to the readers of PRINTERS' INK, who are the advertisers of America, and as such always seekers after information about the best newspapers. To have the announcements of the best paper of a State, a great city or a section of country appearing regularly in its pages, with weekly changes setting forth new and important facts, gives added character and influence to "The Little Schoolmaster in the Art of Advertising," as PRINTERS' INK likes to be called.

IS

YOURS

It always causes a pleasurable sensation to the editor of PRINTERS' INK to find himself able to refer editorially, now and then, to the best paper in such and such a State or section (or of a class), and to observe that while benefiting his readers by the instructive paragraph he pens, he is at the same time giving the benefit of a good notice to a valued advertising patron.

THE

For the reasons above indicated, the publishers of PRINTERS' INK would be specially glad at this time to have the best paper in every State, the best paper in every great city, and the best class journal representing any important interest advertised regularly in its pages during the coming year.

BEST

PRINTERS' INK would like to correspond with the business managers of such journals on the subject here mentioned, with a view of making a contract for the insertion of an advertisement in PRINTERS' INK for the year 1897. Please address

PETER DOUGAN,

MANAGER OF PRINTERS' INK ADVERTISING BUREAU,

No. 10 SPRUCE ST., NEW YORK.



The "Little Country Paper"

Is the best read paper in the world. No other contains the marriages and deaths, to say nothing of divorces and births; no other relates the accidents happening before the doors of the villagers; no other gives the time for the next ball, picnic or political meeting; no other discusses the affairs of the town and county, the arrival of new goods on the merchants' counters, or a new hat on the editor's desk.

There are 1,600 of them, little and big, on the Atlantic Coast Lists. Let us send you our catalogue. It tells how to reach the country people effectively.

ATLANTIC COAST LISTS,
134 Leonard Street, New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1892.

Vol. XVII.

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NEW YORK CITY CIRCULATIONS.

A New York man, who is chuck full of information about the business of the New York news companies who handle the morning and evening dailies, was interested in Dr. Pierce's suggestion of an association of advertisers to obtain such information as would keep them from paying too much for advertising space, and tells PRINTERS' INK that if such an association, with a responsible man at its head, can be dealt with in confidence there is information to be had that would make the hair of the advertiser stand on end.

Speaking of the New York English dailies as handled by the news companies, this gentleman says that the papers sell about as follows: *Advertiser*, 12,000 daily; *Times*, 14,000; *Tribune*, 16,000; *Press*, 18,000; *Sun*, 70,000; and there he stopped and said: "You know the *Sun* is strictly non-returnable. If they would make their papers returnable as the others are the circulation of the *Sun* would grow to three times what it is now in a very few days." He says that the news companies at present sell of the *Herald* 140,000 copies daily, of the *World* 280,000 and of the *Morning Journal* 300,000.

Speaking of the evening papers, he remarked that the news companies do not have much to do with them, but from such knowledge as he has he would estimate the *Commercial Advertiser* at 2,500 copies, the *Mail and Express* at 3,000, the *Post* at 19,000, the *Sun* at 60,000, the *Telegram* at 120,000, the *Journal* at 130,000, the *News* at 145,000 and the *Evening World* at 400,000. He observed that when you come to the matter of circulation the other papers "ain't in it" with the *Evening World*. When asked what it was that made people want the *Evening World*, he said: "I read the *Evening Sun*, but my wife wants the *Evening World*, and women generally want that

paper. Men have to buy it for them. They like the editorial page. It has a little of everything in it." PRINTERS' INK said that its impression was that the contents of the *Evening World* are simply trash, and the informant shrugged his shoulders and said: "Yes; that is what people want."

Then PRINTERS' INK's informant went on to tell an interesting story about the train that leaves the Grand Central at 2.35 every Sunday morning, carrying New York papers to Boston. He says that when that train was established nine years ago it was known in the news trade as the "Fast East." It then consisted of one compartment car, a car fitted up to devote half the space to passengers and the other half to baggage or newspapers. It now consists of six complete cars, and of these the *World* occupies two and one-half exclusively, and requires a little space in a third car. Next to the *World* in space occupied comes the *Journal*, the *Herald* third, *Sun* fourth, *Press* fifth, *Tribune* sixth, *Times* seventh and *Advertiser* eighth. "What on earth the *Advertiser* wants to pay the \$25 a week that it costs I cannot understand. Why, they can carry their whole edition to the station in a wheelbarrow," he remarked.

When the gentleman was asked, "May we publish your name?" he replied: "Oh, no; that won't do at all. I can give you such information as this any time you want it, and if Dr. Pierce's association ever gets started and I can deal with a responsible man, who will take the information I give him for what it is worth and keep his mouth shut, I can keep him supplied all the time. Of course he would have to pay me enough to make it worth my while, but I don't have in mind any great sum. A fair weekly salary would be expected so long as the service was satisfactory on both sides."

PRINTERS' INK was very much interested in the conversation, and prints it here for what it is worth.

ADVERTISING IN FINANCIAL PAPERS.

By L. J. Vance

There is no question about New York City being the financial center of this country. The reports of the business done any day in the different exchanges alone show this to be the plain fact. In this city the whole country with its wonderful diversity of interests is represented, and in this market all the commercial and industrial enterprises of the United States are brought together, and are made the medium of investment and speculation. Here, every movement in money matters is first felt, and here, also, people look first for their financial news and information.

The number of financial papers published in New York is fair proof of its position as a money center. There are as many financial papers published in New York as in all the rest of the country. Fifty-four papers mentioned in the American Newspaper Directory may be classed under the title of "Financial." Just one-half, or twenty seven, of these papers are issued at New York City. This may seem to be an undue proportion, but not when we consider the magnitude of the monetary transactions, and the number of people interested directly or indirectly in these transactions.

Of the fifty-four financial papers about half a dozen have a general circulation. The others have a localized circulation—that is, a circulation confined to the localities in which they are published.

In a general way it may be said that the financial papers issued daily have a local circulation. They give the latest news of the local markets, although they keep their readers posted on what is going on elsewhere. Their object is to report the current local changes and movements in financial circles. These daily papers have a small sale outside of their own cities.

The weekly and monthly financial papers have a more general circulation. They do not pretend to keep up with the dailies. They are content to give a summary or review of the various markets and volume of business. Often they contain articles on timely topics connected with finance, by a recognized authority. Several of these weekly and monthly journals are ably edited, and consequently their views

and opinions carry not a little weight.

The kind of circulation has some influence on the advertising. Thus, the advertising in the daily financial papers comes almost entirely from local sources. It consists, for the most part, of the advertisements of the bankers, brokers, corporations, railroad and other companies, and business enterprises of the city. There is also some miscellaneous advertising, such as of the local theaters, hotels, tailors and hatters. The daily financial papers are of the usual newspaper form and size, of about four pages, and will run from three to five columns of advertising.

The weekly and monthly journals devoted to finance carry the most advertising. The favorite form and size seem to be that of *Leslie's Popular Monthly*, or of *The Nation* and *The Critic*. Some of these financial weeklies enjoy an exceedingly fine and profitable advertising patronage. For example, the last number of the *Commercial and Financial Chronicle*, New York, which is an average issue, consists of 52 pages. There are 24 pages of reading matter, principally stock and bond quotations and market reports, and 28 pages of advertising. This makes the publication a very profitable property.

The subscription price of almost all the financial papers comes high. The average price is about \$10 a year for the dailies and several of the weeklies. Some of the latter charge \$5 a year. The advertising rates are also rather high. The *Financier*, of New York, wants 50 cents an agate line. This makes one of the most expensive pages in the line of class papers. The ordinary advertising rates are somewhat less, or about 25 cents per line. Special rates are made for standing cards and announcements of banks, bankers and brokers, life insurance and trust companies.

The financial papers have a most fruitful field for advertising. In the first place, they are the organs of financial interests, which must have publicity. Even the largest concerns and corporations must do some advertising. As a matter of fact, railroads, banks, trust companies, life and fire insurance companies and industrial corporations are most liberal advertisers. The railroads pay for publishing their reports, the banks for their statements, and so on. The money expended in this way alone amounts to

hundreds of thousands of dollars annually. The advertisements of bankers and brokers are becoming more common than before, because they find that it pays to keep their name and their business before the public. In the second place, financial publications appeal to a good constituency. This gives some of them a good "quality circulation." The people who take and read financial papers constitute a desirable class for the purpose of the advertiser. They are mostly business men, whose trade is worth something.

Beginning with New York, some notice of the leading financial papers may here be given. The *Commercial and Financial Chronicle*, already mentioned, stands high. It is one of the oldest and most respectable publications of its class. The *Chronicle* is really a continuation of *Hunt's Merchant's Magazine*, which enjoyed great prestige in its day. It is a weekly publication, averaging about 50 pages. It has a circulation of about 5,000 copies weekly. The publishers issue four supplements: A "Quotation Supplement," monthly; an "Investment Supplement," quarterly; a "Street Railway Supplement," quarterly, and a "State and City Supplement," semi-annually.

Similar in form and style is the *Financier*, published weekly. It is well edited, and pays particular attention to investments and securities. Each issue will average 52 pages, magazine size. The circulation is about 3,500 copies weekly. The publishers also issue supplements. The Northwestern edition is the *Capitalist*. The number for June is a fat volume of 300 pages.

There are six financial dailies published at New York City. The *Stockholder* claims to have the largest circulation. It is a four-page paper and enterprising in its field. The circulation is about 3,000 copies daily. The *Wall Street Daily News* and the *Journal of Finance* come next. Each has good advertising patronage and a circulation of about 1,500. The *Daily Financial News* has a fair subscription list and claims a circulation of 2,000 copies. The *Wall Street Journal* and the *Investigator*, both dailies, occupy the same field. They each have a circulation of about 1,000. The financial dailies carry more or less general advertising, such as theaters, hotels,

restaurants, wines and champagnes, clothing, hats, harness, etc.

Included in the list of financial publications are the journals devoted to banks and banking. The *American Banker*, published weekly at New York, is favorably known in financial circles. It was established as long ago as 1836. Each number contains from 32 to 38 pages, magazine size. The advertising patronage is very good. The circulation is about 4,000 copies weekly. The publishers issue *Underwood's Counterfeit Reporter*, semi-monthly; an "Investment Supplement," and *American Bank Reporter*, four months in the year, viz., in February, May, August and November. Dickerman's *United States Counterfeit Detector* is found in almost every bank and commercial house handling large amounts of money. It contains items of interest to bankers and merchants. It has a circulation of 2,500 copies monthly.

There are only three financial papers of any account published in Philadelphia. One is a daily, one a weekly and one a monthly. The *Stockholder* is a daily and has that field to itself. It carries a fair amount of local advertising. The circulation is about 1,000 copies daily. *Finance and Commerce* is a weekly review of the markets, more particularly of Philadelphia. Each number consists of about 35 pages, quarto, and three pages of advertising. The circulation is about 1,200. The *Investment News* is a monthly published at Philadelphia. It has some good advertising, and a circulation of about 1,200.

There are only a few financial papers published at Boston. The leading journal is the *Banker and Tradesman*, issued weekly. It is as aggressive and prosperous as any publication of the kind. It has a large amount of good advertising and a wide circulation in New England and the Middle States. The circulation is probably not far from 15,000 copies weekly. The *United States Investor* is a financial weekly published at Boston, and dated also New York and Philadelphia. It has some good advertising and looks prosperous. The circulation is about 2,500 copies per issue. The *Boston Financial and Commercial News* has a good field. It is a weekly, with a circulation of about 1,200 copies.

There is no financial daily published at Chicago. The leading weekly pa-

per is the *Economist*. It is well edited and carries a fair amount of advertising. Its circulation is about 2,200 copies weekly. The *Financial Review* is a monthly summary of the markets, more especially of Chicago and the West. Each issue consists of about 48 pages, and as the subscription price is low the publication has a fair circulation, said to be about 5,000 copies per issue.

Of the banking journals issued at Chicago we may name *Rand & McNally's Banker's Monthly*. It is one of the best of its kind, each issue being filled with information valuable to bankers. The monthly carries a large amount of advertising. Its circulation is about 4,000 copies. *Bonds and Mortgages*, a monthly published at Chicago, as its name indicates, is devoted to investments and high-grade securities. One feature of its advertising pages is the reference list of Western mortgage loans. Each issue consists of forty pages; nearly one-half is advertising. The circulation I should place at 2,000 copies.

There is a financial daily published at San Francisco—*The Daily Report*. The paper is well edited, and keeps its readers posted on the mining markets. It is taken on this account by many Eastern investors and speculators. Each issue is eight pages, newspaper size, and contains local advertising. Its circulation is about 1,200 copies.

There are financial papers published in a few of the large cities. The *Baltimore Journal of Commerce* has a good standing and a local reputation. It has been established for more than twenty years, and is regarded as an authority on the Baltimore markets. The circulation is about 1,200 copies weekly. *American Investments* is the title of a financial weekly issued at Buffalo. It is now in its seventh year and seems prosperous. Each number contains about 48 pages, ten pages of which are advertising. The circulation may be said to be 1,500 copies weekly. The *Financial Index* is the name of a weekly published at Atlanta. It is devoted, of course, to the Southern markets and interests. The regular issue is 32 pages and the circulation about 1,000 copies.

There are several mining publications that should be included in our list. Three of these are published in Colorado. The oldest one is the *Mining Industry and Tradesman*, published at Denver. It is a 24-page weekly, and


has a circulation of about 2,400. The *Mining Review*, a weekly, published also at Denver, has a circulation of perhaps 500 copies. The *Mining Investor* is a prosperous-looking weekly, issued at Colorado Springs. It has a circulation of some 1,200 copies. Last year the *Inter-Mountain Mining Review* was established at Salt Lake City. It is a weekly journal of mining and smelting, with a circulation of about 1,000 per issue. The *Engineering and Mining Journal*, a trade weekly published at New York, devotes several pages to the mining interests.

The foregoing list of papers will give the reader some idea of the variety and extent of publications devoted exclusively to financial lines.

To acknowledge that other articles are as good as one's own, while insisting that none are better, makes a convincing form of advertisement.



THIS dainty bit of girlhood is used in the Monon Route Railroad advertisements, and like all pictures of pretty children, makes an excellent eye attractor.



When you
Advertise
use : : : :

THE SUN

It is not the organ of any
clique, or class, but is the
true friend and adviser of
all who are lovers of good,
sound, honest government:

OUR COUNTRY

First, last, and all the time,
forever.

Address

THE SUN

NEW YORK



PUBLISHERS ARE UNWILLING.

An editorial in Mr. Lancaster's *Newspaper Maker*, referring to Dr. Pierce's proposed association of advertisers for mutual protection, makes four points upon which "The Little Schoolmaster" desires to be heard. The paragraphs referred to are set in nonpareil type and PRINTERS' INK's comments in brevier.

The cases in which a publisher of an important paper deliberately lies about his circulation are few and rare.

The difficulty about this sentence is in deciding what is an "important" paper. There are twenty thousand newspapers in America, and the owner of every one would almost believe he might sustain a libel suit against any man who should urge that his paper was not an important one.

If a publisher has the ability to lie successfully about his circulation without being trapped by his competitors or by disgruntled employees, he probably has the ability to elude the investigations of a committee of advertisers.

The trapping of a publisher by a competitor cuts very little ice with advertisers. No investigation by a committee of advertisers was ever made that brought forth any results that were satisfactory to anybody.

It will be found a very difficult matter to secure a committee who would be considered entirely trustworthy and above being actuated by personal considerations.

Such a committee it would be impossible to obtain, but one man competent to do the work, and do it well, can be found without very much trouble. Any one of the successful New York special agents would answer the purpose, and some of the unsuccessful ones would do it very well indeed. The principal difficulty about circulation statements is the fixing upon a time to be investigated. When the facts are finally arrived at they after all fail to be what the advertiser wants. They tell what the paper did print at the time specified, but what the advertiser really wishes to know is how many it will print during the time to be covered by the contract he thinks of making to-day or next week.

The exposure of one publisher's false claims in regard to circulation will do more good than a hundred investigations in offices where the publisher's word is considered good.

This may be so, but every publisher is, as a rule, very chary of making any reference to any exposures of any false circulation claim, except it be the case

of a paper with which his own stands in a position of active rivalry.

If it were possible to have made known exactly how many copies were printed of every issue of every paper, and if the existence of a desire on the part of publishers to bring about such a condition was presupposed and endeavored to be proved by putting the question to a secret vote, PRINTERS' INK is of opinion that out of twenty thousand American publishers not so many as one hundred would vote yea. Since the American Newspaper Directory inaugurated the plan of paying \$100 reward for every circulation report furnished by a publisher and afterward proved to be false; newspaper publishers' associations, both State and national, have been active in passing resolutions agreeing not to advertise in it or encourage its publication in any way; and among the foremost in advocating this course is our friend, Mr. Victor F. Lawson, of the *Chicago News*, the one paper in all America supposed to be more anxious than any other to have the truth made known about newspaper circulations.

Any man who undertakes to publish facts about newspaper circulation will make many enemies and no friends among newspaper men. He will be damned unmercifully for his mistakes and an ominous silence will pretty generally be the only recognition accorded to any piece of good work he may happen to accomplish.

Dr. Pierce's proposed scheme would be an improvement over any plan that has yet been tried, inasmuch as the information gathered by the proposed bureau would only be seen by subscribing members.

HIS FORTE.



"What is Penjerk doing in the writing line just now?"

"Fiction."

"Writing a novel, eh?"

"No; he is ad writer for Firesale & Saideest, the cheap clothiers."

NOT LOCAL!

Don't make the mistake of assuming that The Oregonian's circulation is limited to the city of 100,000 people in which it is published.



ON ANY TRAIN:

Ask the attaches of any Western road how The Oregonian stands with the people of all the Pacific Northwestern States.



THE OREGONIAN'S BUILDING.
Finest Newspaper Building
West of Chicago.

THE OREGONIAN

Daily,
Sunday and
Weekly
Editions.

Remember that the free silverites of the West do not agree with its honest-money policy — but that they all look to The Oregonian for the news.

ITS FIELD

	Population
PORTLAND (OFFICIAL) . . .	81,342
PORTLAND'S SUBURBS . . .	17,800
STATE, OUTSIDE OF PORTLAND (APPROX.) . . .	275,000
WASHINGTON	375,000
IDAHO	100,000
WESTERN MONTANA . . .	90,000
BRITISH COLUMBIA . . .	100,000
TOTAL	1,039,142

E. G. JONES,
IN CHARGE OF ADVERTISING.



The S.C. Beckwith Special Agency,
Sole Eastern Agents,
Tribune Building, The Rookery,
New York. Chicago.

A Small Ad

BROUGHT BIG RESULTS THROUGH

The Philadelphia ITEM

Kept Busy for a Week

REPLIES FROM
VIRGINIA AND NEW YORK.

PHILADELPHIA, Aug. 13, 1896.

Business Manager THE ITEM :—I feel in duty bound to **express my thanks** for the **unprecedented success** which followed a **very small ad**. I advertised in THE ITEM a limited number of bedroom suits at \$3.50 per suit. They got me out of bed **Sunday morning** at 6 o'clock, and while I am not in favor of selling on Sunday, I could not resist taking the orders for Monday delivery. I have been **kept busy for a week filling orders**, some of which came from the States of Virginia and New York. This is **the best evidence** that **THE PHILADELPHIA ITEM** has an **enormous circulation**—that it **goes everywhere**—and that it is **the paper of the people**.

With best wishes for THE ITEM's success and prosperity, believe me to be,

Yours respectfully,

D. SHONDLER,

Dealer in Furniture, 909 Callowhill St., Philadelphia.





THERE IS A LIMIT

to all things, it is said, but there seems to be no limit to the

PHENOMENAL INCREASE

in the Circulation of

THE CHICAGO DISPATCH

(By JOS. R. DUNLOP).

Within
30 Days
it has



Increased
from 67,000
to

Over 100,000 Copies Daily

AND IS STILL BOUNDING UPWARD.

It is read by the masses in and about Chicago and in the adjoining States.



No further argument is necessary with judicious Advertisers. THE DISPATCH gives the best service for the most reasonable charge.

EASTERN OFFICE:

517 Temple Court,
NEW YORK.

HOME OFFICE:

115-117 Fifth Ave.,
CHICAGO.

The Evening Wisconsin.

FIFTIETH YEAR.

MILWAUKEE, OCTOBER 1, 1896.

THREE CENTS.

Circulation for Nine Months.

STATE OF WISCONSIN, }
Milwaukee County, } ss.

P. D. O'Brien, being duly sworn, says that he is now, and has been for seventeen years, foreman of the newspaper pressroom of the EVENING WISCONSIN, and has had charge of the presses and paper used in printing the EVENING WISCONSIN; that he knows of his own knowledge that the average daily circulation of the EVENING WISCONSIN for nine months, from January 1st, 1896, to October 1st, 1896, was seventeen thousand nine hundred and twenty-two (17,922) copies.

The average daily circulation of the EVENING WISCONSIN for the month of September, last past, was eighteen thousand seven hundred and seventy-two (18,772) copies.

P. D. O'BRIEN.

Subscribed and sworn to before me this 1st day of October, A. D. 1896.

W. A. BOOTH,

Notary Public, Milwaukee County.

No other daily newspaper in the State of Wisconsin ever printed so large an average daily circulation for a month or for nine months.



Li Was Full Of Questions,

If nothing else, while strutting around this glorious Union. Had he struck the "Imperial City" his first question would have been :

"Why do people pay for Ads in the ST. LOUIS POST-DISPATCH when other papers offer to insert them free ?"

And St. Louis would have "risen as one man" and "RESULTS!" exclaimed: : : :

STANDS FIFTH IN THE U. S.

SUNDAY POST-DISPATCH WEEKLY POST-DISPATCH

(as yet an infant) has averaged for the past 21 weeks : : : : : **26,689 Copies**



In making up your estimates for fall and spring advertising never lose sight of the fact that the

Leading Newspaper

on the Pacific Coast is the

San Francisco Chronicle

It is the best medium to reach all classes, and circulates in all the States on the Pacific Coast.

If you have goods to sell or introduce in that section of territory, the only medium that can bring you substantial results is the Chronicle.

IN STANDING
INFLUENCE
CIRCULATION } *IT LEADS*
....them all.

Rate card and sample copies
upon application :: :: :: ::

CHAS. J. BROOKS,

Eastern Manager,

213 Temple Court,

New York.

The Kansas City World



Is the only Newspaper published in Kansas City which gives a sworn statement of its daily circulation to advertisers *at home as well as abroad.*

KANSAS CITY, Mo., Sept. 28, 1896.

For the week ending Saturday, September 26, the circulation of the KANSAS CITY WORLD was as follows:

Sunday, Sept. 20,	28,035
Monday, Sept. 21,	27,385
Tuesday, Sept. 22,	27,225
Wednesday, Sept. 23,	27,380
Thursday, Sept. 24,	27,475
Friday, Sept. 25,	28,135
Saturday, Sept. 26,	27,835
TOTAL,	193,470
Daily average for 7 days,	27,638

We hereby swear that the above statement of circulation is true and correct.

L. V. ASHBAUGH, Business Manager.

L. A. NOURSE, Pressman.

Sworn to and subscribed before me this 28th day of September, 1896.

JOSIE MAY KEMP,

Notary Public.

[SEAL]

My commission expires October 7, 1899.

\$1,000 forfeit will be paid any person who successfully assails these figures.

THE WORLD, Kansas City, Mo.



A. FRANK RICHARDSON,
Chamber of Commerce, Tribune Building,
CHICAGO. NEW YORK.

Red Lion Court, Fleet Street,
LONDON.

The Value of Popularity



*Was never more in
evidence than in the
wonderful increase in
the circulation of the*



Kansas City Times

Within the past five months

Our books prove an absolute net gain of more than 10,000 new subscriptions in this brief period. From the present increased ratio, by November first we shall add 10,000 more. The reason of this big increase is due to the fact that we are furnishing the best paper that reaches the people of the great Southwest; and the proof of this is demonstrated by the people themselves in the scores of orders for THE TIMES received from them daily.

We go to a buying constituency, and to advertisers we can promise paying returns for an investment in TIMES advertising space. . .

Rates on application to

THE TIMES PUBLISHING CO.



Snowed Under

My offer to answer three advertising questions without charge has snowed me under with correspondence. It will be a couple of weeks before I will be able to answer all of the letters I have received up to October 28th. I will receive a lot more before this ad appears. Any questions that reach me after Thursday, November 5th, will not be answered unless one of two things is done by the inquirer: *One*, \$1 must be sent for each question asked. *Two*, The inquirer must send \$5 to pay for a copy of my 700-page book, "Good Advertising." This will entitle him to the book by return mail and answers to the questions as soon as his letter can be reached. This offer is for a limited time, and I reserve the right to cancel it at any minute without previous notice and to return any money that is sent to me on this basis.

I charge from \$10 to \$100 for a letter of advice about advertising. That seems a good deal to those who do not know what I do for the money. I wish to increase my acquaintance with merchants and manufacturers whose business is important enough to justify the employment of the best—the very best—effort in my line. For the purpose of doing this I now offer to answer explicitly and completely (on the terms mentioned above) three (3) questions which any advertiser wishes to ask me about advertising his own business. The questions must be definite, and not general, sweeping queries covering the whole subject. They must be plainly expressed and give full information as to present and past efforts and results. I shall endeavor to make my answers as valuable as if I were paid for them at my regular rates.

Charles Austin Bates

Vanderbilt Bldg., N. Y. Plans, advice, writing and illustrating for advertisers.

A PAGE FROM OUR BOOK


"Rules for Advertisers."

Experiments About the only way an advertiser can pick winners is to experiment and keep a record of results. It's expensive, but it is the only sure way we know of.

Advertising Literature One of the most important features for advertisers to consider is the literature they send prospective customers who answer their ad. Impressions made in this way cut a big figure in your sales. Use good paper, fine printing and well-worded, concise, convincing arguments—make no claims that are untrue—it won't pay.

New Advertisers Should go slow—feel your way. Don't get excited if a particular ad pays well. Make every paper you use figure as an investment—study the matter closely—stick to the sure winners, cut off the losers and doubtful papers. Be on the safe side—you can't afford to take too many chances.

BOYCE'S BIG WEEKLIES

 **500,000 COPIES WEEKLY.**

BLADE ✧ LEDGER ✧ \$1.60 per Agate line.
...WORLD.... No discounts.

W. D. BOYCE CO., 115 Fifth Avenue, Chicago.

ONE MAN'S VIEW.

Mr. H. S. Chandler, business manager of the *New York Independent*, says:

The *Independent* has refrained from stating circulation for the past thirty-six years.

I am heartily in favor of newspaper directories quoting circulation, but opposed to the method which has been in vogue.

To foot the circulation of 52 weeks and divide it by 52 does not give a correct idea of the circulation.

It is one of the commonest things in our office to have an order for from 5,000 to 100,000 extra copies.

To make up an average circulation, counting in these extra editions, would be simply dishonest.

It would not be normal circulation.

In a case like that of the *New York Journal*, that has increased from under 30,000 to over 300,000 within a year or two, Mr. Chandler favors quoting the latest in preference to the average issue.

Mr. Chandler's objections to an "average circulation statement" he does not apply to a report of the lowest issue put forth within the year. This he regards as really a statement upon which some dependence may be placed. Practically it represents the average circulation without any attendant temporary inflation.

Mr. Chandler says that, although the *Independent* has always refused to tell its circulation to advertisers, it has not on that account lost advertising patronage. He believes that papers like the *Independent*, the *Observer*, the *New York Herald* or *Evening Post* do not need to tell an advertiser their circulations. When an advertiser uses them he knows he is reaching the right class of people at a fair price. Of ordinary newspapers, or the "riff raff," it is imperative to know the circulation.

Of the estimated ratings given in the newspaper directories Mr. Chandler does not at all approve, believing it to be better to indicate that the publisher has refused to make a statement. In his opinion anybody can guess at a circulation with a facility quite equal to the ability in that direction acquired by a directory editor. He believes that to simply say "statement of circulation refused" would induce more publishers to send in statements. He also believes that a time will come when all publications will furnish statements of circulation, but not until a fairer form of conveying the information has been devised than any that has yet been tried.

THE ADVANTAGE OF LITHOGRAPHY.

The full significance of Senefelder's great discovery, just a hundred years ago, was not so much that a calcareous stone may be bitten by a weak solution of acid, so that the raised portion when greased (the surrounding parts being wetted) may print in a press like a wood-cut—though with a scraping, not a direct downward, pressure; it consisted in the demonstration, in the first place, that prints from its surface may be reduplicated in vast numbers without visible deterioration, and in the second, and still more important, that each such print is practically an original. Nay, more than this, the greatest merit of this method of preserving and indefinitely multiplying a drawing lies in the escape of the artist from the *traduttore traditore*—from misrepresentations by engraver or by camera. When the artist has made his design upon the stone itself, each impression from it is as much the "original" as each and every photographic print taken from a negative is an original, and not a copy of any other thing. Even when the artist has drawn upon transfer-paper instead of on the stone, the impressions taken are still originals, inasmuch as the actual work, the artist's own lines and dots, have in due course been transferred bodily by mechanical pressure to the surface of the stone; and this, after it has been inked and printed from, renders each proof then taken of equal excellence. Each print, therefore, is original, each a replica, and by no means a copy. The virtue of autography, indeed of perfect fidelity, is one which the lithograph shares with wood-engraving.—*Scribner's Magazine*.

ADJECTIVES.

The only time when adjectives should be used is when they are needed to bring out the sense, and they are needed for this purpose only when the nouns are not sufficiently definite. If adjectives are not needed to bring out the sense, but are added to express more fully what is already stated, the style is loaded with verbiage, and the mental activity of the reader is repressed.—*Profitable Advertising*.

THE Benevolent and Protective Order of Elks has two newspapers, with a combined circulation of 1,440 copies each issue.

THE GENERAL ADVERTISING AGENCIES OF N. Y. CITY.

THE NATIONAL ADVERTISING COMPANY.

The National Advertising Company, which conducts a general agency with offices at 114 Nassau street, is credited with counting among its customers an unusual proportion of proprietary medicine concerns. The company was established about five years ago. Its president is Hermon L. Ensign, its vice-president is Lewis M. Seaver and Arthur A. Seaver is secretary. Mr. Ensign had previously been the advertising manager of Warner's Safe Cure. He is said to be the originator of the well-known style of advertisement put out in the guise of reading matter. These are generally introduced by scare-heads, and are still employed somewhat extensively in the exploitation of patent medicines. He is said to have been also the originator of the form of contract by which this matter was taken at the same rate as display. Mr. A. A. Seaver was for a long time connected with the circulation department of the Chicago *News*, and both he and his uncle, Mr. L. M. Seaver, were for a time employed by Warner & Co., of Rochester, of which Mr. Ensign was advertising manager.

Among business put out by the

agency may be mentioned Paine's Celery Compound, Duffy's Malt Whiskey, Chilton Paints, Diamond Dyes, Lactated Food and Warner's Safe Cure.

The agency established the *National Advertiser*, a semi monthly publication, but subsequently transferred it to the Consolidated Press Company, a separate corporation, with offices on New Chambers street. It is a 32-page magazine devoted to the publishers' side of advertising.

THE FIRM'S ENTERTAINING FRIEND.

In the employ of a large wholesale mercantile house of this city is a man whose official title is "entertainer," and he is down on the pay roll as such. His connection with the firm is not generally known. If it were much of his usefulness would be gone. His salary is large, he lives at one of the big hotels, he knows everybody, has a variety of accomplishments and is one of the pleasantest men to meet in this city.

He poses as a friend of the several members of the firm, and when a prospective placer of a large order appears he drops into the office and an introduction follows. The merchant asks if it would be too much trouble to show Mr. So and So about, and the entertainer replies that it would be a great pleasure. Then follows a dinner at the club, introductions to genial and prominent men of the town, and after the theater perhaps the visitor is given a glimpse behind the scenes. A wine supper follows and after it is over the visitor thinks Philadelphia is the only city in the world and he subsequently comes over to place orders, with the avowed purpose of spending the evening with his entertaining friend.—*Philadelphia Record*.

Prof. Babcock, the well-known Chemist, says:—

"I find that Walter Baker & Co.'s Breakfast Cocoa is absolutely pure. It contains no trace of any substance foreign to the pure roasted cocoa-bean. The color is that of pure cocoa; the flavor is natural, and not artificial; and the product is in every particular such as must have been produced from the pure cocoa-bean without the addition of any chemical, alkali, acid, or artificial flavoring substance, which are to be detected in cocoas prepared by the so-called 'Dutch process.'"

Walter Baker & Co., Ltd., Dorchester, Mass.

THE testimonials of chemists who have analyzed a food product and found it as represented has long been a feature of food product advertising. That the public is interested in these matters is proved by the rapidity with which it discards products which do not stand the analytical test, such, for

instance, as Scotch Oats Essence and Paskola. The occasional use of an advertisement like the one reproduced above is almost a necessity in the advertising of food. It means much more than the manufacturers' "absolutely pure," which, however, it strengthens and substantiates.

NOTES.

A DELICATESSEN store on upper Third avenue, New York City, has the following in its show window:

"Man wants but little here below,
Nor wants that little long;
Please call and buy that little here,
And bring your friends along."

A STITCH in time saves many a dime" is the modified way a Twenty-fourth street tailor quotes, in front of his store, an old couplet.

A BROOKLYN hatter has improved on the suggestion of another townsman who sells "shoes at \$1 per foot," and advertises "hats \$2 a head."

Or interest in November magazines: The Renaissance of Lithography (Scribner's), Journalism that Paid (Lippincott's), We, the Editor (Godey's).

VOGEL & SONS, Broadway clothiers, have the following card in their window: "Nothing wrong about these suits except the price. It should be twice as much."

THE Chicago Record offers prizes each week of \$5, \$3 and \$2 for the best three original suggestions for cartoons illustrating the value of the Record as a "want ad" medium.

THE Typographic Advertiser, issued by the American Typefounders' Co., announces that it will soon publish a series of articles showing printers how to advertise for more business.

IOWA is as good a State as there is in the Union, but there are publishers who could afford to give their plants away and take a job at \$1 per day, and would be better off at the end of each week if they did.—The Iowa Editor.

THE Boston Evening Transcript has three half-columns devoted to advertisements of "Specialties for Women." The rate is cheaper than any other part of the paper, although the classification probably gives the advertisements added value.

THE following advertisement recently appeared in an English paper: "A cultured, earnest, godly young man desires a pastorate. Vivid preacher, musical voice, brilliant organizer. Tall and of good appearance. Very highest references. Beloved by all. Salary, £120."

MR. WALLACE G. BROOKE, New York representative of the St. Louis Republic, succeeds A. Frank Richardson as the New York representative of the Pittsburg Dispatch. Mr. Brooke will continue to represent both the papers named. He is not a special agent but a salaried representative.

THE N. Y. Journal, on its elevated railroad placard, has taken to punning in this way: "The last Journal's comic supplement will be sold again, and so will you if you don't order one." And also as follows: "There was not one Journal comic supplement left, but thousands of fun seekers here also couldn't get it."

MODERN JOURNALISM.

Editor—Well, did you get near enough to the statesman to hear him talk?

Reporter—Yes, and he said he was going right home to take a bath.

Editor—Good. Rush back, break into the house and secure some of the water, and we will have a drop of it enlarged one thousand times for next Sunday's paper.—Brooklyn Life.

A TEST CASE.

It will be necessary to reply to this within five days.

CHICAGO, Oct. 26, 1896.

Geo. F. Rowell & Co.:

GENTLEMEN—Send me seventy cents in payment for seven pages of typewritten MS. which editor of PRINTERS' INK rendered worthless by sticking a pin through it. I paid cash for the typewriting, and now it will have to be done over before I can submit it elsewhere. The amount is of no consequence, but I propose to make a test case of this, and see if MS. can be destroyed by editors without paying for it. FRANKLIN THOMAS, 265 E. Sixty-second street, Chicago.

IN GOTHAM.

NEW YORK, October 24, 1896.

Editor of PRINTERS' INK:

Roberts, a haberdasher of Whitehall street, has some attractive little signs in his window. Next to an assortment of tecks appears this couplet:

"None saw them but to buy,
None wore them but to praise."

Next to some hats appears the legend: "A boy does not become a man until he is twenty-one. Our hats become a man as soon as they're tried on." JAS. MEANS.

THERE should be sparkle but not gas in mineral water ads.

Classified Advertisements.

Advertisements under this head two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

SPOKESMAN-REVIEW.

Spokane, Wash.

200 GOOD locations each issue. \$1 a year. PRINTERS' FRIEND, Hudson, Ohio.

H. D. LA COSTE, special newspaper representative, 38 Park Row, New York. Dailies only.

PAPERS that lead in their locality represented by H. D. LA COSTE, 38 Park Row, New York.

WANTED—More printing from the class of people willing to pay for the best. WM. JOHNSTON, 10 Spruce St., N. Y.

THE VINDICATOR, Youngstown, Ohio, 3,400 d. and 8, 5,000 w. Wants first-class advertisements only. H. D. LA COSTE, 38 Park Row, N. Y.

TRADE journal wanted. The undersigned wishes to purchase or secure a part interest in an established trade journal. Correspondence treated confidentially. D. T. MALLETT, 271 Broadway, New York.

IF you want to reach 30,000 hotel and restaurant men, or any part of that number, and desire to reach any State or States, our circular will show you how you can do it effectively, and for one third of what it would cost you. MCMENAMIN & CO., Hampton, Va.

THERE is a good opening for a practical, up-to-date editor for one of the leading agricultural papers of the country. None but those thoroughly qualified need apply. Practical newspaper experience not necessary. Address "AGRICULTURIST" care Printers' Ink.

EVERY live advertiser wants to see our latest styles—Satanick, Jensen Italic—and our latest Cushing-type pamphlet. We have produced good things, but these are better. AM. TYPE FOUNDERS' CO. See list of branches under "For Sale." Specimens ready at nearest branch.

MANUFACTURERS' broker. Desirable lines of dry goods, notions, cloaks, wrappers, waists, underwear—anything or everything in ladies' ready-made wear—wanted to handle on commission throughout West Virginia and Ohio. C. S. JACKSON, Manufacturers' Agent and Broker, Parkersburg, W. Va.

SOUTH AFRICA—Write THE GARRISON ADVERTISING & PRESS AG'Y, Johannesburg.

GOOD young newspaper man at liberty and desires permanent location. Experienced and interesting writer. Good printer. At liberty Nov. 1st. Terms moderate. "REPUBLICAN," care Printers' Ink.

HALF-TONES.

THE BUCHER ENGRAVING CO., Columbus, O., furnish best 1-col. half-tone for \$1. Send for proofs.

ILLUSTRATORS AND ILLUSTRATIONS.

BEAUTIFUL illustrations and initials, 5c. sq. inch. Handsome catalogue 10c. **AMERICAN ILLUSTRATING CO.**, Newark, N. J.

ADVERTISING AGENCIES.

IF you wish to advertise anything anywhere at any time, write to the **GEO. P. ROWELL ADVERTISING CO.**, 10 Spruce St., New York.

PAPER.

M. PLUMMER & CO. furnish the paper for this magazine. We invite correspondence with reliable houses regarding paper of all kinds. 45 Beekman St., New York.

ADDRESSES FOR SALE.

LISTS of names in any trade, in any country, \$1. Information on any commercial subject. Credit reports on firms anywhere. In U. S. \$1, in Europe \$2, in Latin America \$3. Agents everywhere. Ten years established. **ASSOCIATED TRADE & INDUSTRIAL PRESS**, Wash., D. C.

MAILING MACHINES.

THE Matchless Mailer; best and cheapest. By **REV. ALEXANDER DICK**, Meridian, N. Y.

ALL list type and machines can be bought best and cheapest from **AMERICAN TYPE FOUNDERS' CO.** See list of branches under "For Sale."

PRINTERS.

THE LOTUS PRESS, 140 W. 23rd St., N. Y. City. (See ad "Advertisement Constructors.")

WE do neat, plain, attractive printing. Catalogues, booklets, pamphlets, circulars, cards, etc., executed in the finest style. When you want a good job—one that you want people to look at and read—come to us. **PRINTERS' INK PRESS**, 10 Spruce St., New York.

BOOKS.

"SUNSHINE, FRUIT AND FLOWERS," a magnificent work of 224 large pages, with hundreds of beautiful half-tone engravings of orchards, vineyards, residences, parks, mountain and valley scenes, etc., showing the aspect of Santa Clara County, California, from January to December. The fruit industry illustrated and described. Sent free by express for 75 cents, in Bristol board, or \$2.25 in half morocco. Address **MERCURY**, San Jose, California.

SUPPLIES.

VAN BIBBER'S Printers' Rollers.

ZINC for etching. **BRUCE & COOK**, 190 Water St., New York.

CHALK plates recoated, half cent an inch. **BYRON POPE & CO.**, Cleveland, O.

TYPE—The leaders of type fashions. **AM. TYPE FOUNDERS' CO.** Branches in 15 cities.

STEREOTYPE, linotype and electrotype metal; copper anodes; zinc plates for etching. **MERCANT & CO., Inc.**, 517 Arch St., Philadelphia, Pa.

THIS PAPER is printed with ink manufactured by the **W. D. WILSON PRINTING INK CO.**, 174d, 10 Spruce St., New York. Special prices to cash buyers.

MORE money in mail order business than anything else. No interference with other occupation. We tell you how and furnish everything. Samples, etc., 13c. **THE NATIONAL INST.**, P. I. 116, Chicago.

STORE DECORATING.

CHRISTMAS window and store decorations in holly, mistletoe, palm leaves and plants. Southern wild smilax and other beautiful evergreens are powerful advertising helps for Holiday trade. For where to get them and how to use them address **CALDWELL**, The Woodsman, Evergreen, Alabama.

FOR SALE.

\$3.50 BUYS 1 INCH. 50,000 copies Proven. **WOMAN'S WORK**, Athens, Ga.

2-HORSE power Shipman oil engine, \$60 cash. Write **THE GEM CITY**, Fort Madison, Iowa.

3,500 NAMES of voters of a large portion of New Haven County, Ct., for \$2. **HAVEN & MILLS**, Ansonia, Ct.

PRINTING PLANTS—Everything for the printer; best in quality, best in value. Why buy the second best when the best costs no more! **AMERICAN TYPE FOUNDERS' CO.**, Boston, N. Y., Phila., Balt., Buffalo, Pitts., Cleveland, Cinn., Chicago, Mil., St. Louis, Minn., Kansas City, Omaha, Denver, Portland (Ore.). Free. Buy everything in one place, and save money and trouble.

ADVERTISING MEDIA.

40 WORDS, 5 times, 25 cts. **ENTERPRISE**, Brockton, Mass. Circulation 7,500.

ADVERTISERS' GUIDE, New Market, N. J. 6c. line. Circ'n 3,000. Close Mth. Sample free.

CATHOLIC NEWS, 40,000 copies guaranteed every w.k. No sample copies. 13 Barclay St., N. Y.

GRAND RAPIDS DEMOCRAT, leading paper in Mich. outside Detroit. **LA COSTE**, New York.

YOUNGSTOWN VINDICATOR, 8,400 d. and S., 6,000 w. **H. D. LA COSTE**, 28 Park Row, N. Y., Rep.

ANY person advertising in **PRINTERS' INK** to the amount of \$10 is entitled to receive the paper for one year.

THE FIQUA CALL "wants" advertisers who want results. Larger circulation than all other Fiqua dailies combined. **LA COSTE**, New York.

THE GENEVA DAILY TIMES, only daily in Ontario County. Circulates in 30 towns. Subscription price to farmers \$2.00 a year. Leading advertising medium in its territory.

BILLBOARD ADVERTISING reaches nearly every billposter, distributor, sign writer, poster printer and fair in the U. S. and Canada mthly. Sub'n \$1 per yr. 25c. line. Cincinnati, O.

THE GOLFER for 1897 will be invaluable to advertisers of good goods of all descriptions. This magazine has the wealthiest clientele in America. Its home patronage far exceeds any other local publication, and its general patronage embraces the leading advertisers of the highest class. If you have good goods, appealing to the better class, your advertisement should be in **THE GOLFER**. Rates of the agencies or **THE GOLFER**, Boston.

GOOD HOUSEKEEPING.

Springfield, Mass.

gives first-class service and appeals to the very best class of American housekeepers, who are really the buying class, and hence the most profitable ones to appeal to.

Woman, as a rule, guides the family expenditure, and makes most of the purchases for all the good things of the home.

Hence the well-known and generally accepted axiom that "woman's good taste and judgment unlock the pocket-book." One of the best mediums to reach over 50,000 families is **Good Housekeeping**.

Published monthly by **Clark W. Bryan Co.** Address all communications about advertising to **H. P. HUBBARD**, 38 TIMES Bldg., N. Y.

ADVERTISING NOVELTIES.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

ADDRESSES AND ADDRESSING.

WE address and deliver advertising matter in Philadelphia and vicinity at much less than cost of postage. Furnish business and professional addresses throughout the world. Send for circular. HOWE ADDRESSING CO., 326 So. 8th St., Philadelphia, Pa.

ADVERTISEMENTS CONSTRUCTORS.

PILOT ADVERTISING CO., Newark, N. Y.

GILLIAM & SHAUGHNESSY, Advertisers, 623 & 624 Temple Court, New York. Write.

RETAIL grocers and druggists: Got what you want. Write me. JED SCARBORO, B'klyn.

REALLY good cuts at really moderate prices. 3c. stamp brings circulars. R. L. CURRAN, 150 Nassau St., New York.

THE only writer of exclusively medical and drug advertising. Advice or samples free. ULYSSES G. MANNING, South Bend, Ind.

GROCERS' ads. that have been tried in a large city and sold good: 50 of them for \$1. CHAS. A. WOOLFOLK, 446 West Main St., Louisville, Ky.

AD experts wanted to see a perfect example of type advertising, called the Cushing Pamphlet. It's delightful. AM. TYPE FOUNDERS' CO. See list of branches under "For Sale."

IF your advertising don't pay, it may be because your printed matter is poor in quality and taste. Let us show you how we print things. THE LOTUS PRESS, 140 W. 23d St., N. Y. City.

ALL the borders and type used in PRINTERS' INK are at the disposal of people who have their advertisements put in type by me. W. L. JOHNSTON, Mgr. Printers' Ink Press, 16 Spruce St., New York City.

THE right good ads that Wright can write. Are not indorsed on "check." But by results that came to those Who tried his ads last week. They stink! Trial ads 50c. Send full particulars. WRIGHT, 157 W. 74th St., New York.

ILLUSTRATED booklets are what I most like to make. I have produced hundreds of successful ones. A booklet is a business story longer than an ad and shorter than a catalogue. It is generally necessary to complete the effect of an ad. It frequently saves the use of an expensive catalogue. CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y. Plans, advice, writing and illustrating for advertisers.

WRITING and pictures amount to little if your plan is wrong. My success has been built largely because of the good advice I have been able to give my clients. I help them to decide what shall be told. I tell it as it should be told. I illustrate it adequately. I print it right. The advice comes first. CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y. Plans, advice, writing and illustrating for advertisers.

WE know of a plan of advertising that is paying exceptionally well. It is new and has not been worked to death. It can be used in any business. It is not cute or smart. It is based on sense. We will go into details fully whenever reputable business men write to us about it. There is no use writing unless you are willing to spend about \$50 if the plan pleases you. MOSES & HELM (C. Dan Helm, Bert M. Moses), 111 Nassau St., New York.

PRINTERS' INK circulates 500 copies in England. We would like to have every one of these 500 subscribers write to us about their advertising. We can be of much assistance to them and to every other foreign reader of this little magazine. We can make their advertising more distinctive and of a higher grade than that of their competitors. For \$15 we will prepare three special advertisements, each with an original illustration by our Mr. Helm, for any foreign advertiser who sends us plenty of data to use. MOSES & HELM (C. Dan Helm, Bert M. Moses), 111 Nassau St., New York.

"I want your important work." Not the work that "anybody" can do, but the work that you are particular about. I am a practical business man—I believe in the work that brings results. It is produced by a judicious selection of the "talking points" of an article or a business; by talking about them in a clear, clean, concise, convincing way; by illustrating them with attractive, distinctive pictures. For the latter purpose I have my own completely-equipped art department, and have also at my command the work of several of the best known illustrative artists. Write to me when nothing but the best is good enough. CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y. Plans, advice, writing and illustrating for advertisers.

THE important part of a prescription is the writing of it. Anybody can carry out a plan after somebody else formulates it. Knowing what to do in advertising is what counts. You can try this, that and the other way, but experimenting is expensive. We formulate plans of campaign for advertisers. We have no stock ideas or ready-made methods. We will not work for anybody until we know all the conditions fully. We will carefully take up any business man's case, and go over the field thoroughly and intelligently. We will tell him what we think is best for him to do. For doing this we charge never less than \$10—sometimes five times that much. We try to give twice as much as a client expects. Write to us about your advertising. MOSES & HELM (C. Dan Helm, Bert M. Moses), 111 Nassau St., New York.

I AM snowed under. My offer to answer three advertising questions without charge has snowed me under with correspondence. It will be a couple of weeks before I will be able to answer all of the letters I have received up to October 28th. I will receive a lot more before this ad appears. Any questions that reach me after Thursday, November 6th, will not be answered unless one of two things is done by the inquirer: (One) \$1 must be sent for each question asked. (Two) The inquirer must send \$5 to pay for a copy of my 700-page book, "Good Advertising." This will entitle him to the book by return mail and answers to the questions as soon as his letter can be reached. This offer is for a limited time, and I reserve the right to cancel it at any minute without previous notice and to return any money that is sent to me on this basis. CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y. Plans, advice, writing and illustrating for advertisers.

CLASS PUBLICATIONS.

Advertisements inserted under this heading, in the appropriate class, cost 50 cents a line, for each insertion. One line inserted one year, 52 weeks, for \$25, 6 months for \$13, 3 months for \$8.50, or 4 weeks for \$2. For the publisher who does not find the heading he wants a new heading will be made to specially fit his case.

AGRICULTURE.

BREEDER AND FARMER, Zanesville, O.

BOOTS AND SHOES

"BOOTS AND SHOES" WEEKLY, N. Y. City.

DIRECTORIES.

AMERICAN NEWSPAPER DIRECTORY, 10 Spruce St., New York. Price \$5.

EDUCATIONAL.

THE SOUTHERN SCHOOL, Lexington, Ky., 1885, sworn circulation 6,000 copies weekly—largest circulation in Ky. outside of Louisville. Official organ Ky. and Ala. State Boards of Education. Rates and sample copy free.

GROCERIES.

GROCERY WORLD, Philadelphia, Pa. The largest paid circulation; the most complete market reports; the largest corps of paid correspondents of any grocery journal published in the world. Send for free sample copy.

MEDICINE.

LEONARD'S ILLUSTRATED MED'L JOURNAL, Detroit, Mich., has 10,000 each issue; proved.

MOTOCYCLE.

MOTOCYCLE, 1636 Monadnock Block, Chicago.

TEXTILE.

TEXTILE WORLD, Boston. Largest rating.

The advertiser who no
man who wants (and go h
— uses the San Francisco E
has taught him that in a tin
wise — it quietly and effual
brag, no bluster, no bluff
vertiser's name is — legio

who knows his business — the
and get his full money's worth
and Examiner. Experience
in a times — good or other-
effectually does its work. No
suffice — results. That ad-

region
E. KATZ, Eastern Agent,
186 World Bldg., New York City.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

For ten dollars, paid in advance, a receipt will be given, covering a paid subscription from date to (January 1st, 1901) the end of the century.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$50, or a larger number at same rate.

Publishers desiring to subscribe for *PRINTERS' INK* for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving *PRINTERS' INK* it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

NEW YORK OFFICES: No. 10 SPRUCE STREET.
LONDON AGENTS, F. W. SNAPE, 108 Fleet St.
CHICAGO, BENJAMIN & INGRAHAM, 315 Dearborn St.

NEW YORK, NOVEMBER 4, 1896.

A LIVE ad will often put life into business.

MERE attractiveness in an ad will not sell goods.

THE more words in the ad, the less will the reader remember.

LARGE type does not always make an advertisement conspicuous.

THE cost of space is the least important element in advertising.

ALMOST any advertisement can be improved by using a good picture.

NEWSPAPER circulation is increasing far more rapidly than population.

EVERY advertisement that accomplishes its object is a good advertisement.

THE million general circulation may be valueless to the man who wants a particular thousand.

It is not the amount of money spent but how it is spent that makes the success in advertising.

BECAUSE newspapers are nowadays sold so much more freely and cheaply than in former times they are not now so highly valued or so thoroughly read.

THE Sterling Remedy Co. recently made a contract with the Vickery & Hill List for one page for a year. The publishers of the Vickery & Hill List have made some calculations and discovered that it takes seventy tons of paper to fulfill an advertising contract calling for this amount of space. The circulation of the Vickery & Hill List is a million and a half copies.

ADVERTISING makes business, but only with good goods, and those only that are in general demand.

WANTED, an idea—is the heading of a six-line advertisement of John Wedderburn & Co., patent attorneys, Washington, which is now appearing in thousands of newspapers. Almost every paper that one takes up contains it.

THERE appears to be no bottom to the price for printing paper. No daily of good credit and large circulation now pays so much as 2 cents a pound for its white paper. The superfine extra-calendered paper used by *PRINTERS' INK* costs only $3\frac{1}{2}$ cents a pound.

To quietly assume the merit of an article is far more convincing than to noisily claim it. Superlatives and generalities are cheap, common and weak, even with the aid of large type and repetition. The bold claim that an article is better than all its competitors has a tendency to arouse a spirit of denial which reacts on the advertiser.

IN line with Dr. Pierce's proposed combination of patent medicine men, for protection from overcharges for advertising, is the present movement among New York retail dry goods and department stores towards regulating the rates to be paid the city daily and Sunday papers for the great advertisements which the new system of business makes necessary.

IN Paris the "L'Union pour l'Action Morale" (Association for the Advancement of Morals) is using the hoardings in its efforts to elevate the Parisian taste in art. The method adopted is to post meritorious pictures. The first picture used is "The Infancy of St. Genevieve," by Puvis de Chavannes, to be followed by others of equal merit and popularity.

THERE are in existence a large number of phrasemongers who think that because they are good phrasemongers they make good advertisers. This is a very mistaken idea. Advertising is much more than a hunt after words or phrases; it is a business in itself, and the man having the best equipment, not as a literary man, but as a business man, makes the greatest success of it.

"I HAVE made up my mind," said an experienced advertiser recently, "that no matter what proposition you make to publishers, if you send out a printed proposal to the twenty thousand newspapers in the United States, about twenty-five hundred of them will accept."

IN Sweden the education of journalists has become a function of the State. The Swedes take the novel view that if journalists are to instruct public opinion they must acquire the necessary information at the public charge. Swedish editors travel by railway in their own country without paying fare. Unlike the country editors of the United States, they acquire "free" passes without exchanging advertising for them.

It is bad policy for a newspaper with a declining or a very small circulation to tell what its issue is. The true policy for the publisher of such a journal is to maintain a dignified silence and occasionally suggest an unwillingness to compete with the circulation liar. This produces a good effect. Furthermore, the smaller the edition the less it will cost for extra fine paper and perfect press work, and these count for much with the ordinary advertiser.

THE papers of high character and comparatively small circulation carry large amounts of valuable advertising patronage secured from among the oldest and strongest business firms, and these often renew a contract from year to year without question, mainly because it has been running so long. Circulation is easier to gain than advertisements, but advertising patronage often continues to increase after the sales of the paper have become very much smaller than they once were.

THIS is a time of unusual mortality among daily newspapers. Some hope that the election of McKinley will have the same effect upon the disease from which journalists are suffering that a cold wave is supposed to produce upon cholera and yellow fever germs. The best thing that could happen to the good newspapers of today would be to have the cost of white paper and second-class postage go up to eight cents a pound. This would exclude a big lot of rubbish and give merit a chance to gain recognition.

EVERY advertising agent learns that a majority of his patrons care very much less what the price paid for an advertisement in a certain paper may be than about being certain that nobody else can buy the space for less. This is an argument for the adoption of a uniform rate of charge by the newspaper man.

THE "Fast South" is a special newspaper train going to Washington every Sunday morning. It leaves Jersey City at 2.45, reaching the Capital City at 7.50. It is composed of four cars, and of these the New York *World* controls one absolutely and is said to occupy the bulk of the space in all the others. A man who is familiar with the work of this train says that the *World* sends twice as many copies Sunday as all the other New York papers combined; that the *Journ* is second—but way behind—and the *Herald* is third in the number of copies sent.

NEWSPAPERS used to be read thoroughly, advertisements and all. The local weekly cost \$2 a year and was too valuable to be treated lightly. Nowadays an eight-page paper can be had at from 25 cents to 50 cents a year, and the family takes four or five instead of one as formerly. The result is that an advertisement, to be seen, must stand out. Pictures and position are sought to make it conspicuous. Once people read every column, possibly every line. Now they barely glance at the page and turn over. The announcement that is not conspicuous nor placed under a classified heading is simply lost.

ON the subject of newspaper circulation Mr. Henry O'R. Tucker, proprietor of the Troy, N. Y., *Press*, says: "I have never told my circulation and I want the newspaper directories, instead of giving a rating, to say, 'This publisher positively refuses to state his circulation.'" Mr. Tucker relates that on one occasion Dr. Pierce's agent visited him and they agreed upon an advertising contract. "It was all written out and ready for signature, when Pierce's man said: 'Well, Mr. Tucker, what is your circulation?' To this I responded: 'That is something that I never tell.' I refused to give it in that case, and all talk of a contract came to an end then and there."

DEPARTMENT OF CRITICISM.

Advertisers everywhere are invited to send matter for criticism; to propound problems and to offer suggestions for the promotion of better advertising. Send newspaper ads, circulars, booklets, novelties, catalogues. Tell your advertising troubles—perhaps *PRINTERS' INK* (The Little Schoolmaster in the Art of Advertising) can lighten them. Address all communications to the Editor of *PRINTERS' INK*.

R. W. Spangler, Lockland, Ohio, asks me for an opinion on this advertisement:

A COLD WAVE

Will soon be here, and people who are foresighted will be prepared for it. The nights are beginning to grow chilly and comforts and blankets are gladly welcomed. Our fall stock has arrived, and we have some extra values to offer in

BLANKETS.

We have 10.4, 11.4 white, tan and gray fleeced for 49c., 65c., 70c., 85c. up to \$1.35. All Wool from \$2.50 to \$5 per pair. Black and red plaid for \$2.75 and \$3.25 per pair.

COMFORTS.

If you would be comfortable these cool nights snuggle down under one of our comforts and you will sleep the sleep of the just. We have them in Calico, Satine and Cheesecloth at 50c., 75c., 85c., \$1, \$1.15, \$1.25, \$1.75 and \$2.75. These are all white cotton-filled, lovely patterns, large sizes, and will please you.

DRESS GOODS.

A large line of Novelty Dress Goods, Persian Silks, Novelty Braids for dress trimmings. Look at our novelty display.

Don't forget we handle Oilcloths, all sizes and patterns.

E. C. SCHIMMEL, DUNN STREET, Lockland, Ohio.

If the prices given are low prices, or even reasonable prices, it is a good ad. I don't see how it could be improved very much unless it would be by a better description of the blankets and a little more definite talk about the dress goods.

Whether or not the display is good depends upon the position of the ad in the paper. If it was top column next to reading matter, the display is plenty good enough. If it was mixed in with a lot of other ads, the display is poor and the ad therefore handicapped.

BATES, N. Y., Oct. 19, 1896.

Printers' Ink:

GENTLEMEN—We are doing business in a town of 6,000, made up of well-to-do people who buy good shoes. What do you think of the inclosed booklet for advertising purposes? The half-tones, except the young lady and old man, are of local people who are prominent and very popular in this section. As we claim originality in this style of advertising, we wish your valued opinion on same. Yours truly,

ROBT. C. RILEY & CO.

This booklet is handsomely printed,

illustrated with good half-tones, and the idea of using the pictures of real local people is most excellent. The principal difficulty, I should think, would be to get the consent of these people to have their pictures used. Certainly it is an idea that I have never heard of before.

The text of the book is very well written, and pictures of some of the shoes are given, so that a possible purchaser may judge the exact thing that is offered.

Part of the text is as follows:

THERE IS NO ARTICLE

which enters into a person's dress that should be selected with so great care as a shoe. No other part of one's dress is noticed so quickly, and so universally admired or condemned, as the case may be.

CARE OF A SHOE

A Shoe, to be entirely satisfactory to the wearer, must be well taken care of. Don't abuse your shoes; keep them clean. Use only the best brands of blacking and don't use it too freely. If the leather becomes dry and husky or feels lifeless through being water-soaked or otherwise, use a very little fine oil, applying with a sponge or cloth. Remember your shoes are made of leather, that fire will burn it and acids will destroy it. Always warm a patent leather shoe before putting it on if the weather is at all cold, or "cold cracks" will result.

YPSILANTI, Mich., Oct. 16, 1896.

DEAR SIR—Fred W. Coe, of this city, has sent out several hundred announcements like the inclosed. Each was inclosed in the customary two envelopes and mailed with two-cent stamp from another town.

What is your opinion of it as an advertisement?

He states that it brought him immediate returns. Very truly,

W. J. WALLACE.

Mr. Fred W. Coe requests your presence at the marriage of his friends Clean White Paper to Jet Black Ink, Thursday, October fifteenth, or any other day, between the hours of 7 a. m. and 6 p. m. 24 Washington Street, Ypsilanti, Michigan.

When a man tells me that an advertisement brought immediate returns what's the use of talking further about it? What's the use of asking criticism on an ad that is above criticism?

Any ad that brings profitable results is a good ad. I don't see any reason why this particular advertisement should have brought a cent's worth of trade. There is nothing striking in the idea. The printing is quite ordinary, and the paper used leaves much to be desired in the way of quality, but if it brought results, that settles it.

If I had the worst-looking ad on earth, and it sold goods, I would not abandon it unless I could find something that would sell more goods.

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When somebody sends me an advertisement indorsing it very strongly, I study it closely because I think that if one person considers the ad effective the chances are that other people will also think that way, and that no matter how foolish and silly the ad may appear to me, there is a chance that it will appeal to enough people to make it profitable.

Here is an extract from a letter I have just received:

The following ad was written for the *Red Cross*, a secret society journal, and, I believe, was the most effectual ad that ever appeared in that paper, as from personal inquiry of its readers I found that a large majority were delighted with its significance. Here it is:

"GOAT" SHOES

Not all made from goat skins, nor any of them for goats to wear; but they will just suit you who have "rode the goat."

Our line of winter footwear is complete, and we always give good values for your money.

SELLUM, QUICK & CO., Bargain Corner.

I should say that this was one of the worst possible of ads. Yet its writer says that it was effective. The trouble is I am afraid, that many advertisers value the commendation of one or two friends much more than they do the real cash results of their ads. They would rather have somebody come into the store and say: "That's the greatest thing I ever saw. That ad is a corker. You would get rich if you would stop selling shoes and get to writing for the newspapers. It's a mistake for you to waste your magnificent talents in such a sordid occupation. You ought to be a professional humorist."

Now, who will say that that sort of a "jolly" is not worth all that the advertisement cost. There are very few of us who do not like flattery. I don't

know the man who doesn't like to be told that he is smart. I have tried telling a great many people that they were smart, and I have always found that they liked it. Not only that, but they were willing to reciprocate by saying that I was smart.

And I liked it.

But my advertising must bring cash returns. Flattery is a great thing, but it is only a dessert. You can't live on it.

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I recognize the fact that the major portion of the advertising appropriation of a proprietary medicine should be expended in the newspapers—in advertising to the public. This is self-evident. The first object of proprietary medicine advertising is, naturally, to awaken a demand. Until that demand is awakened, it would be useless to advertise to a druggist or a dealer.

Nevertheless, I am confident that proprietary medicine advertisers make a mistake in completely ignoring the druggist. In all other general lines the advertiser goes at his trade "both going and coming," or, in other words, to the general public in order to arouse a demand, and to the middle man in order to further emphasize and call attention to that demand. His first object is to send the general public to the middle man with an inquiry for his goods, and then snuggle up to and cultivate the friendship of that middle man.

The proprietary medicine advertiser only goes half way. He interests the public, but ignores the middle man. In fact, his attitude is such, in many cases, as to absolutely antagonize him. It doesn't make any difference how mean, or how inherently antagonistic, the middle man may be, the fact remains that it is a great deal easier to catch flies with molasses than with vinegar.

It is my conviction that the proprietary medicine advertiser should, after awakening the public demand, proceed to cultivate the druggist's friendship. He would eventually be successful, and greatly add to the volume of his business. I say this, knowing that at present druggists, as a class, are antagonistic to the proprietary medicine advertisers. I know that the druggists even organize co-operative manufacturers' organizations for the purpose of pushing their own alleged "just as good" substitutes. But I do not believe that all the fault lies on the side

of the druggist. A shrewd proprietary medicine advertiser should be able, by a carefully-planned and comparatively inexpensive campaign of advertising, to win the friendship of the druggist. It pays to gain the regard of any middle man who handles your goods. It pays to show him that you appreciate his orders, wish to win his friendly regard, and to assist him in pushing your goods. It is certainly bad policy to be at daggers' points with men who, while they cannot stifle public demand, can to some extent choke it off.

I remember that Ayer used to send out great packages of almanacs to druggists for free distribution. I remember that the druggists used to distribute these, and I believe they appreciated this little attention. I believe it paid. The day of almanacs, except in backwoods localities, is past. The booklet, circular and trade paper ad have taken their place. A proprietary medicine advertiser, by a comparatively inexpensive campaign, with these mediums, should be able to convince the druggists that their interests are mutual. Every business man is, in the long run, susceptible to friendly advances and courtesies, little flatteries and common sense, logical arguments. There's not one druggist in ten thousand who is seriously troubled over the question of ethics. The druggist, like any other business man, is in business for the money there is in it. He can be influenced by the same methods as any other business man. The proprietary medicine advertiser who starts in to persistently cultivate the friendship of druggists, without neglecting public demand, is going to make a big hit.

READY-MADE ADS.

[I] do not write these ready-made ads. They are taken wherever they are found, and credit is given to the author when he is known. Contributions of bright ads are solicited. The name and address of the writer will be printed, if he wishes it to be.—C. A. B.]

For a Shoe Maker.

Don't and Do.

Don't come to our shop to find a quiet place to rusticate.

Do come if you want to see workmen hustle. Our men's Hand Sewed Taps will comfort you. Nailless bottoms put on ladies' turned Shoes and Slippers, as good as new. Patches put on Horse Hide, Russet and Patent Shoes are "out of sight" (or inside) and never known by wearer or starrer. Our New York shoe maker is up to date; knows and will meet your wants.

For a Druggist.

Your Throat

Is a delicate organ. Any trouble there demands immediate attention. One of the best ways of applying medicine to the throat is by the use of an Atomizer. It is both effective and convenient. We have a nice line of Continuous Spray Atomizers from 40c. to \$1.25.

For Shoes.

Style, Durability, Ease

are combined in the shoes we sell, and for that reason ours has become the best known and best store in town. More people are coming here every day for shoes—more people being made happy.

For a Tailor.

Different Ways of Talking.

Some people talk with their mouths, others with their fingers. We talk through our goods. No matter how much we talk about the goods, if the goods did not talk for themselves, all our descriptions would fall flat. No such value anywhere as our All Wool Men's Suits at \$6, \$8 and \$10. If you call you will see for yourself.

For Any Business.

Our business is an open book—it'll take you just about twenty minutes to prove us truth-tellers or truth-slayers. Our claim is wide, sweeping—even boastful, if you like. We say that everything we do sell we sell for less than the credit stores can sell it. The thing for you to do, is—not to stay in doubt, but—go ahead and find out. Thousands of women have done it—why not you?

For a Druggist.

If You Read the Newspapers,

it's no use telling you what is the best thing for toning up your run-down system, for you will know that Pyramid Tonic is the very best. We except no other medicine that is made on this earth when we say this, and if you have once used it you will say so, too. Winter is coming; you had better get some.

For a Clothier.

Style in Fall Suits.

We undoubtedly have the best assortment of proper Up-to-date Suits and Fall Coats in this city.

Stylish shapes, selected materials. See our new \$12 Fall Suits.



**"AN
ELEPHANT
ON
HIS
HANDS"**

is what an advertiser sometimes finds a contract placed in non-paying mediums.

A safe and profitable way is to stick to recognized methods of value. Among the very best is **Street Car Advertising**—rightly conducted. We can show you how.

GEO. KISSAM & CO.

253 Broadway,

New York.

HOW TO RUN A PROGRESSIVE STORE.

Take your store just as it is, just as you left it last night, and start right in. No need to wait until you have made this improvement, or that alteration. Don't set some time in the future, but start now, while your mind is picturing the possibilities of a progressive store.

Map yourself out a plan to work by. Think of all you ever heard or read about successful merchants, and use the part that seems the best—the part that you can apply to your business. You will find that all merchants who have been successful have become so by seeming to be honest. Be more than that. *Be* honest. It's hard to do, but it pays. Make your plan so broad that it will cover each detail. Put yourself in the customer's place and see how you would like to have this or that matter decided. Then make your plan so that your customer will be pleased. Protect your customer's interest just a little more than you do your own, and your plan will succeed. This don't refer to prices, although the prices must of course be right, but the hundred little details that come up in a day's business, that, if not adjusted right, will lose more customers than a week's advertising will regain. Don't make any mistake about this plan and write a book of rules—time enough for that after you have proved yourself and settled the points that are not now clear.

See that the goods in your store are the kind that people want. Don't think they are; make sure of it. If you have any goods that are out of style, or soiled, or wrong in any way—and there always is in the best of stores—get rid of them even at an apparent loss. It's not a real loss, it's a gain, for goods are only worth what they will sell for. All people make mistakes, especially buyers, but if you do make a mistake admit it and certify it at once. Don't wait—it's more money lost to wait.

You must buy cheap, for you will have to sell cheap. Not pretend to do it, but actually do it. People nowadays are intelligent. You may think they are not because they don't display their knowledge, but the ladies know when prices are right and you should see that yours are right all the time. You must go to the New York market

often. Not for pleasure, but for business. Even if you buy but little, your expenses will be paid by the added knowledge and push and energy you will gather. There's a dozen stores in New York that are an object lesson for any country merchant.

Sell your customers what they want. Not what you prefer to sell. It's a great mistake to do otherwise. By persuading a customer to buy goods you want to get rid of you may make an apparent gain, but it's only apparent; the chances are you have lost a customer. Mark the price by the piece and dozen in plain figures and stick to it. Under no circumstances should the price be changed in the presence of a customer. Tell the truth about your store and goods. To do this they must both be above suspicion. Don't be afraid to admit a fault—it makes the truth seem more real.

Make no distinction between buyer and looker. Lookers to-day will be buyers sometime, and their trade is yours if you have made your store pleasant. The most tiresome shopper is the best advertiser your store could have. Treat her so she can only speak well of you.

Have the directory handy; have some one who will gather information about the trains or boats, or any other matter that people are liable to ask for. Be able to render little services. Never mind the trouble—it is making friends and customers for your store.

Avoid servility—it's offensive and unnecessary. Be gentle, be respectful, be modest, and above all be watchful. Your customers are mostly ladies accustomed more or less to pleasant surroundings and gentle manners. Your store should come as near to this as business will allow. Do not show by your manner a haste to sell. No matter how long the customer may take, let no thought of obligation enter her mind.

Exchange everything that is returned in perfect condition, and do it gladly and willingly, with a smile on your face, just as if it was the greatest pleasure. You might just as well not take back the article, as to make the customer feel uncomfortable and displeased and then take it back. The good effect is lost, and quite likely you have lost a customer. Sometimes you may have to say "No," but do it in such a way that the customer's good-will is yours.—*Dry Goods Chronicle.*

THE SPECIAL AGENT.

The most successful papers of the country are generally found to have high-priced men permanently located in the principal advertising centers. They must find it profitable and for their best interests to do so, or else they would cut off the expense as unnecessary.

A special representative with exclusive control of foreign advertising is better qualified to exact full card rates and get business on account of personal argument and close range than a paper at a distance by lengthy correspondence and its necessary delay.

Numerous orders for considerable business representing tag ends, surplus of appropriations, and special orders are placed every year by large advertisers and agencies in papers specially represented, when a quick decision and a little convincing talk when the iron is hot are absolutely necessary to land the contract which might go elsewhere, in absence of such work, to some other paper with a man ready to care for its interests.—*The Newspaper Maker.*

THEY KNOW WHAT THEY WANT.

The man who palms off on a customer what he neither asks for nor desires is practically a bunco stealer. He not only discredits the intelligence and judgment of his patrons, but to all intents and purposes is guilty of obtaining money under false pretenses.

The field is wide. There is nothing to prevent any dealer, who so desires, from bringing before the public any proprietary preparation of his own in which he has faith. Indeed, a man who really believes he has a "good thing" owes it to the public, as well as to himself, to give the fact the greatest attainable publicity. But the penny-wise, pound-foolish dealer who tries to palm off "something else" when a customer wants a certain well-known and widely-advertised preparation ought to be sent to Coventry in double-quick time. The people know what they want and they are entitled to it.—*Boston Globe.*

WISE MAN.

Friend—I notice that you don't have the comic papers and the magazines in your waiting room.

Fashionable Doctor—No; my patients are mostly women, and I have the newspapers which run plenty of department store advertising instead.

ARRANGED BY STATES.

Advertisements under this head 20 cents a line. Must be handed in one week in advance.

CALIFORNIA.

SOUTHERN CALIFORNIA'S matchless paper, Los Angeles **TIMES**. Circ'n over 15,000 daily.

MICHIGAN.

GRAND RAPIDS DEMOCRAT covers Western Michigan.

THE Owosso, Mich., **RECORDER** is delivered by carriers once a week to 2,000 homes. A profitable medium for your use.

MISSOURI.

COVERS the field—St. Joseph **HERALD**—8,000 d., 8,000 s., 9,000 w. LA. COSTE, New York.

GAZETTE, West Plains, Mo., leading paper in **G** county. Best farming and fruit-growing district in West. Write for rates.

INDIANA.

THE **PLYMOUTH INDEPENDENT** is the only daily published in Marshall County, Indiana, which has a population of 24,900.

MONTANA.

HELENA **INDEPENDENT**—6,400 Daily, 6,000 Sunday, 3,365 Weekly, guaranteed. Leading newspaper in the Treasure State. H. D. LACOSTE, 38 Park Row, New York, Eastern manager.

NEW JERSEY.

DURING 1896 the circulation of the Red Bank **REGISTER** was 3,518 per week. This is the largest circulation in Monmouth County. Rowell guarantees it.

NEW YORK.

BINGHAMTON **LEADER**.

BINGHAMTON **LEADER**, the tea table favorite.

BINGHAMTON **LEADER**, leading afternoon paper and the favorite family medium.

BINGHAMTON **LEADER**, the home paper, filled full of live local and general news; no boiler plate, no fake features, but a legitimate paper commanding the confidence of its constituency.

BINGHAMTON **LEADER**, first-class penny afternoon paper. Most important daily in that city, commanding the respect and confidence of readers and advertisers alike, both at home and abroad. Average circulation covering every issue 1896, Daily, 8,745; Weekly, 6,000. More circulation weekly than all the other Binghamton weeklies combined. THE S. C. DECKWITH SPECIAL AGENCY, Sole Agts. Foreign Advertising, New York and Chicago.

NORTH CAROLINA.

ADVERTISERS want the best. The Charlotte **DAILY NEWS** has the largest circulation of any daily paper, and the **MECKLENBURG TIMES** has the largest circulation of any weekly paper, in Mecklenburg County, population over 50,000. Rowell's Directory says so. Rates are reasonable. For further information address W. C. DOWD, publisher, Charlotte, N. C.

OHIO.

LEADING daily and weekly papers in Eastern Ohio. THE **VINDICATOR**, Youngstown, 8,690 d., 8,400 s., 6,000 weekly. LA. COSTE, New York.

PENNSYLVANIA.

INTELLIGENCER, Doylestown, Pa. Oldest papers in the county—weekly established 1804, daily established 1886; staunchest papers in the county; the only journals owning their home; only exclusively home-made papers in the county, never having resorted to plate matter nor patent sheets. Send for map showing circulation. P. S. CHALL & CO., Doylestown, Pa.

TENNESSEE.

CHATTANOOGA, Tenn., has 50,000 people. The **EVENING NEWS** has 55,000 readers. It is an up-to-date newspaper, full Associated Press day report, Mergenthaler machines, perfecting press. Serves all nearby railroad towns every day. Greatest local circulation. Best and largest list foreign advertising any paper in the South. Write for rates.

TEXAS.

GALVESTON **TRIBUNE**.]

GALVESTON **TRIBUNE**, a money winner.

GALVESTON **TRIBUNE**, the most influential.

GALVESTON **TRIBUNE** makes money for itself and will make it for you. Thoroughly up to date, with all modern mechanical appliances. A live paper for live people.

GALVESTON TRIBUNE, prosperous and powerful. Leads the afternoon procession.

GALVESTON TRIBUNE, every copy counts. City circulation larger than any newspaper in Texas. A dividend-paying medium, backed by the brains and capital of the city.

GALVESTON TRIBUNE, Daily four pages, Sunday twelve pages and Weekly eight pages, all live, prosperous papers, published by the Galveston Pub. Co., W. F. Ladd, Pres.; Chas. Fowler, Vice Pres.; George Seely, Treas.; Fred Chase, Sec'y and Bus. Man.; Clarence Ousley, Editor. S. C. Beckwith Spec. Ag'ty, sole agents.

VIRGINIA.

LYNCHBURG NEWS, only morning paper; 28,000 population; established 1886; daily, 2,600; Sunday, 2,600; weekly, 3,000. Let us submit prices and papers for examination. Leading paper west of Richmond. H. D. LACOSTE, 38 Park Row, New York, Manager Foreign Advertising.

WASHINGTON.

SEATTLE TIMES.

SEATTLE TIMES is the best.

THE TIMES is the home paper of Seattle's 60,000 people.

SEATTLE'S afternoon daily, the **TIMES**, has the largest circulation of any evening paper north of San Francisco.

WEST VIRGINIA.

THE MARTINSBURG WORLD is the only daily published in Berkeley County, West Va., which has a population of 18,702. Best weekly.

WISCONSIN.

SUPERIOR TELEGRAM, 5,500 daily, every evening except Sunday. Associated Press Franchise (operator in its own building); Mergenthaler typesetting machines; has its own artist. Largest circulation in Northern Wisconsin. Prices for advertising of H. D. LACOSTE, 38 Park Row, New York, Special Newspaper Representative.

CANADA.

\$6.00 A line yearly. 30 best papers in Prov. Quebec. E. DESBARATS, Ad Agency, Montreal.

THE WOODSTOCK SENTINEL-REVIEW is the only daily published in the great Oxford dairy district, Ontario, which has a population of over 100,000.

HAWAIIAN ISLANDS.

STAR—Daily and weekly. The live, popular paper of the country. Covers the group completely. Honolulu, H. I.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

Lynchburg NEWS {2,600 D. & S.
8,000 Weekly.

SUPERIOR TELEGRAM Leading paper in Northern Wisconsin.
\$5,500 DAILY.

MAIL TOPEKA, KANSAS

Circulation 7,600 guaranteed—larger circulation than any other Kansas weekly. For rates, etc., address C. Geo. Krogness, Marquette Bldg., Chicago, Ill. Western Agent.

The Evening Journal,
JERSEY CITY, N. J.
Average Daily Circulation for 1895,
14,362.
Guaranteed by American Newspaper Directory.

"FISHERS OF MEN"

The shrewd advertiser who drops his line into the Jackson, Tenn.,

..WHIG..

is sure of a good catch. One morning paper in a radius of one hundred miles—a veritable Alexander Selkirk in its territory. Jackson is an up-to-date city of 15,000 inhabitants without a clam or a mummy. It is a manufacturing, railroad and educational center and the trading mart of 300,000 people of snap, push and cash. The **Whig** is the key to the situation.

L. J. BROOKS, Prop'r, Jackson, Tenn.
H. D. LACOSTE,

EASTERN REPRESENTATIVE, 38 PARK ROW, N. Y.

R.I.P.A.N.S
Packed Without Glass.
TEN FOR FIVE CENTS.

This special form of Ripans Tablets is prepared from the original prescription, but more economically put up for the purpose of meeting the universal modern demand for a low price.

DIRECTIONS.—Take one at meal or bed time or whenever you feel poorly. Swallow it whole, with or without a mouthful of water.

They cure all stomach troubles; banish pain; induce sleep; prolong life. An invaluable tonic. Best Spring Medicine. No matter what the matter, one will do you good. One gives relief—a cure will result if directions are followed.

The five-cent packages are not yet to be had of all dealers, although it is probable that almost any druggist will obtain a supply when requested by a customer to do so; but in any case a single carton, containing ten tablets, will be sent, postage paid, to any address for five cents in stamps, forwarded to the Ripans Chemical Co., No. 18 Spruce St., New York. Until the goods are thoroughly introduced to the trade, agents and peddlers will be supplied at a price which will allow them a fair margin of profit, viz.: 1 dozen cartons for 40 cents—by mail 45 cents. 12 dozen (144 cartons) for \$4.32—by mail for \$4.82. 5 gross (720 cartons) for \$20.52. 25 gross (3,600 cartons) for \$100. Cash with the order in every case, and freight or express charges at the buyer's cost.

THE ARGONAUT

Is the only high-class Political and Literary Weekly published on the Pacific Coast. Thousands of single-stamped copies of it pass through the post-office every week, remailed by subscribers to their friends. It has a larger circulation than any paper on the Pacific Coast, except three San Francisco dailies. It goes into all the well-to-do families of the Pacific Coast. Over 18,000 circulation. Argonaut Building, 246 Sutter Street, San Francisco.

The Argus,

ALBANY, N. Y.

EIGHTY-FOURTH YEAR.

At the Capital City of the Empire State.

The Political struggle of the Fall of 1896 will be the greatest this Nation has ever experienced. New York State will be the great Battle Ground. The Six Million People in its confines will read every day of this great battle in the columns of the leading newspaper,

The Albany Argus

(Daily, Sunday and Semi-Weekly)

the oldest and acknowledged leading Democratic Paper of the State, under new editorial and business management.

Nearly half a million people read its columns every day. Sagacious advertisers make their announcements in its columns.

Rates, sample copies, etc., on application.

THE ARGUS CO.,

Broadway and Beaver Street,

ALBANY, N. Y.

DO YOU PUBLISH A NEWSPAPER ?

Are you keeping a record of your issues ?

Do your actual issues average more than a thousand copies ?

If so, you can have the exact figures inserted in the American Newspaper Directory for 1897, showing the actual average issue or sale during the entire year 1896. It will cost you nothing—provided you furnish the requisite information, duly signed and dated, and in a form that will insure the information being definite.

Circulation statements to insure attention should cover every issue in 1896, and be sent in not earlier than January 2d or later than January 16th, 1897.

All communications should be addressed

Editor AMERICAN NEWSPAPER
DIRECTORY,

20 Spruce Street, New York.

Not Every One
Reads

The Peterson Magazine

That would mean

70,000,000
Readers

in the United States
alone.

But many thousands of people with money to buy what they want do read THE PETERSON MAGAZINE, and advertisers reap a direct benefit from their announcements in its pages. Advertising Rates, \$80 per page by the year. Half and Quarter pages in proportion.

THE PETERSON COMPANY,

109 FIFTH AVENUE,

NEW YORK.

From Ocean
To Ocean

The Union Gospel News

Finds its Way

Being undenominational and reaching thousands of homes not reached by any other paper of its kind.

Advertisers know its value. Published every Thursday. Write for rates.

Address

...The...
Union Gospel News,
Cleveland, Ohio.

To the Publisher of

Any Newspaper Printed on this Continent:

If there is a fact or quality that tends to give your paper a value, a fact or quality that you consider worth mentioning to an advertiser when talking or writing to him, it will pay you to set it forth in a 60-word (10-line) paragraph in the American Newspaper Directory for 1897. The cost (\$10) is but a small fraction of a cent for each copy of the Directory, and the privilege of having your statement inserted in the letter press on your own authority makes the book as helpful to you as it could be if issued by yourself.

Address

Editor of AMERICAN NEWSPAPER
DIRECTORY,
10 Spruce Street, New York.

Superior Copper-Mixed Type,
BARNHART BROS. & SPINDLER,
183, 185 and 187 Monroe St.

CORRESPONDENCE DEPARTMENT.

Chicago, October 6th, 1896.

DES MOINES DAILY NEWS,
Des Moines, Iowa.

GENTLEMEN: We find ourselves saying with Josephine, our old friend of Pinafore, "How ever could he do it?" when we look at the record of THE NEWS and its circulation. It certainly is wonderful these hard times to see the circulation keeping up and still more wonderful to see it grow. It is a credit to you and we hope that you will, when times get fresher, have a still better showing.

With best wishes and hoping we shall have many orders from you as a result of your activity and enterprise, we are,

Yours truly,

BARNHART BROS. & SPINDLER.

Average Sworn Circulation of the Des Moines, Iowa,
Daily News, for 6 months ending Sept. 30, 1896 ... **15,157**

Most every one interested in advertising knows that the

**Dayton Times
Evening News**
and
Weekly Times-News



Are the leading newspapers in Southwestern Ohio (outside Cincinnati).

There are a few advertisers whose announcements we do not carry—among them the American Tobacco Co. **14,000** daily combined circulation. We sell our space very reasonably.

Eastern Manager, **H.D. LaCoste**, 38 Park Row, New York.

SEND FOR RATES

for advertising space in

Faulkner's Magazine

At fifty cents a year it is the cheapest monthly fashion magazine published. The circulation is guaranteed and proven to be over

50,000

copies each and every issue. Forms close on the 25th of the month.

Faulkner's Magazine,
23 Park Row, New York.

Anzeiger... Des Westens

ESTABLISHED
. 1834 .

**THE GREAT GERMAN-AMERICAN
PAPER OF THE WEST AND
SOUTHWEST**

DAILY, . . . 8 pages
SUNDAY, 24 to 32 pages
WEEKLY, . . . 12 pages

The leading, the foremost German daily of St. Louis—its circulation by far exceeds that of all the others.

The Anzeiger des Westens pays more postage for its issue through the mails than any other German paper in St. Louis.
The Anzeiger des Westens covers the German field of the West and Southwest.

THE ANZEIGER DES WESTENS is always ready and willing to prove by a comparative investigation of all books—not of cash books only, which may be doctored—nor by affidavits, which some persons with an elastic conscience, and no sense of dishonor, make as easily as eating a good dinner, but by an investigation of everything, that its circulation is far greater than the circulation of any other German paper in St. Louis.

JOHN SCHROERS
BUSINESS MANAGER

EMIL CARO
ADVERTISING MANAGER

Anzeiger Association

PUBLISHERS

ST. LOUIS

To Newspaper Men:

The Election is over!

Now some business will be doing.
To get business, men will advertise.

To get your share of the advertising that will be done you should let the advertisers know what and where you are, what sort of people you reach and how many.

To tell this in the most expeditious, effective and economical manner, you should cause your story to be printed in PRINTERS' INK.

All advertisers everywhere read PRINTERS' INK.

For advertising rates, etc., address

PRINTERS' INK,
10 Spruce Street, New York.

PRODUCING DOLLARS

... .. when other
presses produce Dimes!
That's what *increased*
earning capacity means
in those two unrivaled
machines!

The
"NEW
MODEL"



and The
"CENTURY"
PONY.

We build both!

**Campbell Printing
Press & Mfg. Co.**

6 Madison Avenue, New York
334 Dearborn Street, Chicago

SPIRITUALIST PAPER

Light of Truth.

Established 1886.

Circulation 27,000 WEEKLY.

SEND FOR SAMPLE COPY.



FRANK E. MORRISON,

Publisher's Special Agent,

TEMPLE COURT, New York.

BOYCE BUILDING, Chicago.

LYNN S. ABBOTT, in charge Chicago Office.

I HAVE lately delivered a clock catalogue of 108 pages and cover, which is the best gotten out in its line this season. It is printed in one color throughout. Everything about it is plain. It is a specimen of work which I want to do more of. Those who use catalogues are requested to send for a copy and examine it carefully. I have the facilities for turning out the best work in this line. To those who mean business and want really good work, I will be pleased to prepare an estimate, furnish dummy and give a general idea of what I can do for them.

Send me a copy of your last catalogue, with full particulars.

WILLIAM JOHNSTON, Manager Printers' Ink Press,
10 Spruce Street, New York City.

Est. 1862.
Daily ex.
Monday

St. Joseph (Mo.) Herald

Daily
Sunday
Weekly



Republican in Politics.

Leading Family Newspaper
in Northwestern Missouri.

8000 8000 9000
DAILY SUNDAY WEEKLY

H. D. La Coste
38 Park Row
New York

A liar is not needed

to preach circulation for

...The...

Standard Union

It is prosperous;

It pays advertisers

—that's enough.

THE LADIES' HOME JOURNAL

Is the popular magazine for
women.

It pays the advertiser
as well as the publisher;
so does the

PIQUA CALL



The Flight of the Fast Mail —

Is not swifter nor more wonderful
than has been the growth of the

St. Louis Star

In circulation and popularity.
It reaches the homes of St. Louis.
It carries the business of St. Louis
merchants.

It is the only afternoon newspaper
in St. Louis advocating
Sound Money, McKinley and Protection.

Circulation guaranteed to exceed 50,000 daily
and growing all the time. You
cannot cover St. Louis without the
ST. LOUIS STAR.

TO GET FIXED ON RATES

➔ **SEE EIKER, You Know Him,** ➔

11 TRIBUNE BUILDING, NEW YORK.

From now to the end of the year

the big seedsmen (and the others too) of the country will make up lists for the '97 season. This is a reminder for all of them (big and little) to include

FARM NEWS

*The guaranteed and proven
circulation exceeds*

150,000

Copies each month.

Information can be had from either office:

SPRINGFIELD,		
150 Nassau St.	OHIO.	177 La Salle St.
New York.		Chicago.

70 TONS OF PAPER

That is what you get when you buy a
page, for one year, in

THE VICKERY & HILL LIST

That's what we give the Sterling Remedy Company, which
has just entered into a contract for 12 pages of space in the
Vickery & Hill List, one page each month for 12 months.



That quantity of paper costs a lot of money, 'tis
true, but what's the odds, if we sell it to the man
who always buys

PUBLICITY THAT PAYS A PROFIT

THE VICKERY & HILL LIST, 1,500,000
Circulation each month more than . . .

C. E. ELLIS, Special Advertising Representative,
401-2-3 Temple Court, New York.

CHICAGO OFFICE :
903-5 Boyce Building,
W. J. KENNEDY in charge.

BOSTON OFFICE :
55 Equitable Building,
E. R. GRAVES in charge.

My Bad Debts

\$14

In Twenty-Eight Months.

Since I started in the ink business, over two years ago, I have had only five losses through deadbeat printers. The losses amount in all to exactly \$14. These deadbeats sent me checks with their orders, and the checks were returned by bank marked "No good."

They were from the following establishments:

Vineland, N. J., Republican, -	-	-	-	\$1.50
Rutland, Vt., News, -	-	-	-	2.00
Tyler, Texas, Telegram, -	-	-	-	5.00
Paper City Printing Co., Holyoke, Mass., -	-	-	-	4.50
Trade Printing Co., 56 Vesey St., New York,	-	-	-	1.00

Now this really is not a bad showing—only five deadbeats out of more than fifteen thousand (15,000) orders.

I am told that my competitors consider themselves lucky when they lose no more than from five to fifteen per cent of their total sales each year by failures and bad debts. Of course, somebody must stand this loss by bad debts. It is not the intention that it shall rest on the ink manufacturer. The old-fashioned system of charging three or four prices provided very nicely for even 15 per cent of losses. The printers who pay their bills and buy of the old concerns stand all the losses and pay the salesmen's expenses besides, by simply paying from two to five times my prices, and merely to secure credit—a few weeks' credit.

It isn't a question of honesty or commercial rating with me.

I trust no one.
I have no agents.
I keep no books.

If the cash does not come to me with the order, I always hold on to the ink. Of course, when a swindler, a forger or a thief wants to beat me out of two or three dollars' worth of ink, he can do it; but so long as 2,999 out of every 3,000 customers are sound and honest, I must be content to put up with the petty loss of one-thirtieth of a cent on a dollar.

I can still sell the best news ink in the world at 6 cents in 25 lb. kegs, and 4 cents in 500 lb. bbls. I sell the finest Carmines, the richest Bronze Reds and the most beautiful Purples, in ¼ lb. cans for fifty cents a can, and any other job ink under the sun I am glad to match at twenty-five cents a ¼ lb. can.

Send for my Catalogue. Address

PRINTERS INK JONSON,
8 Spruce St., New York.

NOTE.—"PRINTERS INK" (THIS PAPER) FOR APRIL 27TH WAS PRINTED WITH THE NEWS INK I SELL AT 4 CENTS A POUND. DID YOU HAPPEN TO NOTICE THAT PARTICULAR ISSUE?



HEN doctors disagree it is indeed hard for us to distinguish the truth, but on some points the doctors are in perfect accord. One of these

points is the importance of keeping the pores of the skin clean and the action of the glands healthy. Another is that soap does not clean the pores; on the contrary, it rather tends to clog them and impede their free action. ♣ ♣ If you have ever used

CUTELIX

you do not need a doctor to tell you that it does really and thoroughly clean the pores throughout their entire length. You know it just as well as you know the sun shines.





Extremes Meet

and neither is happy, just like those who don't advertise and those who over-advertise. A happy medium is always a winner, and the winner's medium is

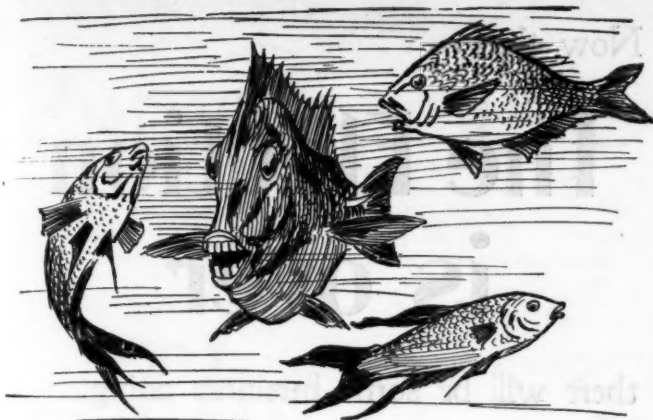
Street Car Advertising

Write for our list of GOOD cities.

Geo. Kissam & Co.,

253 Broadway,

New York.



Plenty of Good Fish in the Sea

You can catch them by using
the proper bait.

Street Car Advertising

is the most effective business bait
you can use, and we can furnish
the right kind.

Geo. Kissam & Co.,

253 BROADWAY,

NEW YORK.

Now that

The Election is over

there will be some business doing.

To get your share you should let the people know who, what and where you are and what you can do.

To do this in the most expeditious, effective and economical manner you should advertise.

To do this in the most effective, economical and expeditious manner you should secure the services of

The Geo. P. Rowell Advertising Co.

"THE ROOKERY,"
CHICAGO.

10 SPRUCE STREET,
NEW YORK.